

# CLOSED CARS NOW NECESSITY--EARL

Rainfall Statistics Show Real  
Need for Shelter From  
Elements.

That the increasing sale of closed cars is not based on a mere fancy of the public taste but is a natural and logical condition is the opinion of Clarence A. Earl of Earl Motors, Inc., of Jackson, Michigan. Earl Motors has two closed cars on the market, the Earl brougham and the Earl sedan.

Mr. Earl says that the utilitarian reason for any closed car is the fact that it is an all-season year-round car, and he cites an interesting tabulation from the statistical department of Earl Motors, Inc.

"Motoring," said Mr. Earl, "like anything else which has the great outdoors for its background, must of necessity consider weather conditions. We had that in mind before we planned on our production of closed cars. In our research, covering seventeen cities, we found that in every city but one, Kansas City, there was considerable more than a hundred days in each year in which there was no rain. In Buffalo, for example, there were 152 days in which there was some rainfall, not just a "trace" as the weather bureau calls it, but precipitation sufficient to be measured. This was based on records of the year 1919, no more recent figures being obtainable at the time we made our compilation.

"The research we made is fairly representative of the East and the middle West. For instance, in New York City there were in that year 133 days in which it rained; in Chicago 116 days; Boston 128; Philadelphia 122; Pittsburgh 146; Cleveland 133; St. Louis 107; Kansas City 96; Cincinnati 122; Detroit 123; Omaha 113; Buffalo 153; Des Moines 108; Columbus 134; Baltimore 115, and then in the far South, New Orleans with 131.

"So naturally we felt that quite aside from the many other desirable features of a brougham and a sedan, such as Earl Motors makes we should consider the weather conditions that affect the real needs of motorists. Many happy outings, priceless days, I think some motorist calls them, have been utterly ruined because of rain or the prospect of rain."

## HUDSON CLUTCH MAKES SMOOTH STARTING EASY

"When traffic signals are set to "go" watch the various cars getting into motion," Harry S. Hout, the Hudson dealer here, said yesterday. "In some the observer will see that smooth, easy glide, free from jerks that annoy and irritate. And the changing of gears, from low right through to high, is effected noiselessly. To many these are the signs of an expert driver, but in reality they are the result of efficient clutch functioning.

"The principle of the Hudson Super Six clutch is cork against steel operating in oil—gently engaging, but once engaged holding relentlessly until released. It is used in the Hudson cars now being exhibited at the show, and has been used without any fundamental change since 1911, thus proving its worth. The action of cork against steel operating in oil results in minimum wear. You will notice the same ease of starting and shifting in the old Super Six as in the new."

## FORD BEHIND THE LELANDS, IS REPORT

Reports were current yesterday at the show that Henry Ford and his associates were behind the Leland in a bid of \$5,000,000 made last week at Detroit for the Lincoln motor property.

One report was to the effect that the Ford interests planned to combine the Leland skill, as displayed in the Lincoln car, with the quantity production idea, which Mr. Ford himself has worked out to the utmost limit. The logical method by which they could be brought about would be the extension of financial backing to the Leland to permit them to gain control of the Detroit properties when the sale is held on February 4. Should \$5,000,000 not be sufficient to accomplish this, more money is forthcoming, the automobile men at the show understood.

The principal determination of the Leland at the present time, it is said, is the protection of the original investors in the receivership and the protection of their dealers from loss in the reorganization.

## FENDER HEADLAMPS.

Contrary to the common belief, the fender headlamps which distinguish Pierce-Arrow passenger cars were adopted originally because of their utility rather than their beauty. The fender lamps give a wider and more perfect road illumination, being mounted farther apart and higher than the usual bracket lamps. They do not cast confusing shadows across road deflections which otherwise appear as deep holes. Another advantage lies in the fact that approaching motorists instinctively give a wider path to a car equipped with fender lights.

## WILLS SAINTE CLAIRE The Mo-lyb-den-um Car

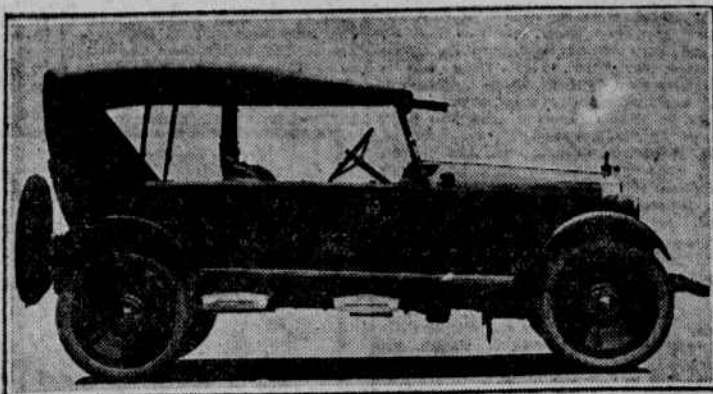
THE car that realizes the highest expectations of discriminating motorists.

At the Show  
Grand Central Palace  
Third floor Space C-16

New York Display Rooms, 218 W. 5th St.

See  
the new-type  
MARMON  
Closed Cars  
Space  
A-21

## The Columbia "Six Shooter."



The "Six Shooter," a mile-a-minute car, is the big feature of the Columbia Six exhibit. This new car is a surprise on which the Columbia company has been working for some time and this is absolutely its first appearance for the verdict of the public.

It is alluringly finished in a new color shade termed suburban blue light and fitted with everything under the sun that a motorist could desire. It is designed primarily for adventurous youth and for those not quite so young but who would push back a few years by sitting at the wheel of a snappy car

that has all the potentialities of num-berless thrills.

Its daring name was selected in an elimination contest among the people at the Columbia factory. President J. B. Bayerline offered a cash prize as an incentive, and more than a thousand names were turned in. The winner was Miss Margaret C. Bayerline, daughter of the president.

The name does not by any means imply that "The Six Shooter" is a Wild West car, or that it is designed for cow punchers, Texas rangers, Bill Hart or the like. On the contrary, it would make a wonderful setting for Mary Garden.

## IMPORTANCE OF SHOW EMPHASIZED BY LARSON

No one thing done by or for the automobile industry is of so much benefit and vital importance to the entire trade as the annual show, according to C. H. Larson, whose long standing position as Oldsmobile distributor in the East has made him a well known figure in motordom. Mr. Larson says that the show acts as a stimulus both to manufacturers and dealers, and to the prospective owner.

"The psychological aspect of the annual exhibition in Grand Central Palace," Mr. Larson said, "is one phase of the show which receives little attention or thought but it has a dollar and cents value for all of the exhibitors. Show time focuses the minds of thousands of people in and around New York on the possibilities and advantages of motor car ownership. It arouses within them the desire which has probably been latent for months, or even years, to possess a machine. It awakens in them, through what they see at the exhibition and what they read in advertisements and news articles, a 'do-it-now' spirit.

"Almost every dealer in the city will tell you that sales increase perceptibly during show week and the weeks immediately following. There is one potent reason for this which escapes many—a reason also based on psychology.

"Not everyone has the courage to enter an automobile showroom and ask about the specifications of a car, its price, etc. These persons are usually considering the purchase of a machine but are backward about visiting a sales-

room for fear of signing on the dotted line against their better judgment. At the show, they have an opportunity to 'size up' a hundred different models, to

## Hupp V. P.



DU BOIS YOUNG.

learn everything they wish about them, and to talk with motorists who drive all the cars that are shown. Sales cannot help but follow."

## Brewster Exhibition of Foremost Motor Car Productions

VISITORS to the National Automobile Show—automotive engineers and manufacturers, as well as the general public—are cordially invited to attend the special exhibition at the Brewster warerooms this week.

This exhibition holds particular interest for the reason that the great chassis which have been introduced through the agency of Brewster & Co. have each within their day represented the height of achievement in contemporary automotive engineering.

The productions shown are the Lancaster Chassis, the Brewster Motor Car and Brewster Custom Coach work.

The Lancaster, which is now imported exclusively by Brewster & Co., is rated by authoritative opinion as the outstanding automotive achievement of the post-war period. With the British public it has already gained an unmistakable position of leadership. Automotive engineers throughout the his-

tory of the industry have learned to expect frequent and real advancements in motor car engineering from Lancaster, and neither the engineer nor the experienced motorist will be disappointed in this respect in the present chassis. In serviceability, practical qualities and luxuriousness, it is at least not excelled by any other present-day production.

The Brewster Motor Car is already familiar to the American public. The present highly refined model is perfectly specialized for the demands of city traffic. The Brewster is the most luxuriously appointed town car produced in either America or Europe.

Brewster Custom Coach work in quality dominates both the American and foreign automobile fields, and definitely influences motor body styles throughout the world.

The Brewster warerooms during the National Automobile Show week will be open from 8.30 A. M. to 10 P. M.

## Brewster & Co. Fifth Avenue at 56th Street

Brewster Motor Cars, Lancaster Chassis, Custom Coach Work

## SMASHING REDUCTIONS

on

Genuine Overland and Willys-Knight Parts

You may now buy genuine new series Overland and Willys-Knight parts at reductions ranging from 20 to 50 percent.

New efficiencies in manufacture and the constantly expanding volume of production at the factory permit these reductions on parts for current models.

The savings are passed on directly to the owner—an Overland policy.

Willys-Overland Service is also greatly extended. Reputable garages and repair shops, outside the Willys-Overland sales organization, are now handling genuine Overland and Willys-Knight parts.

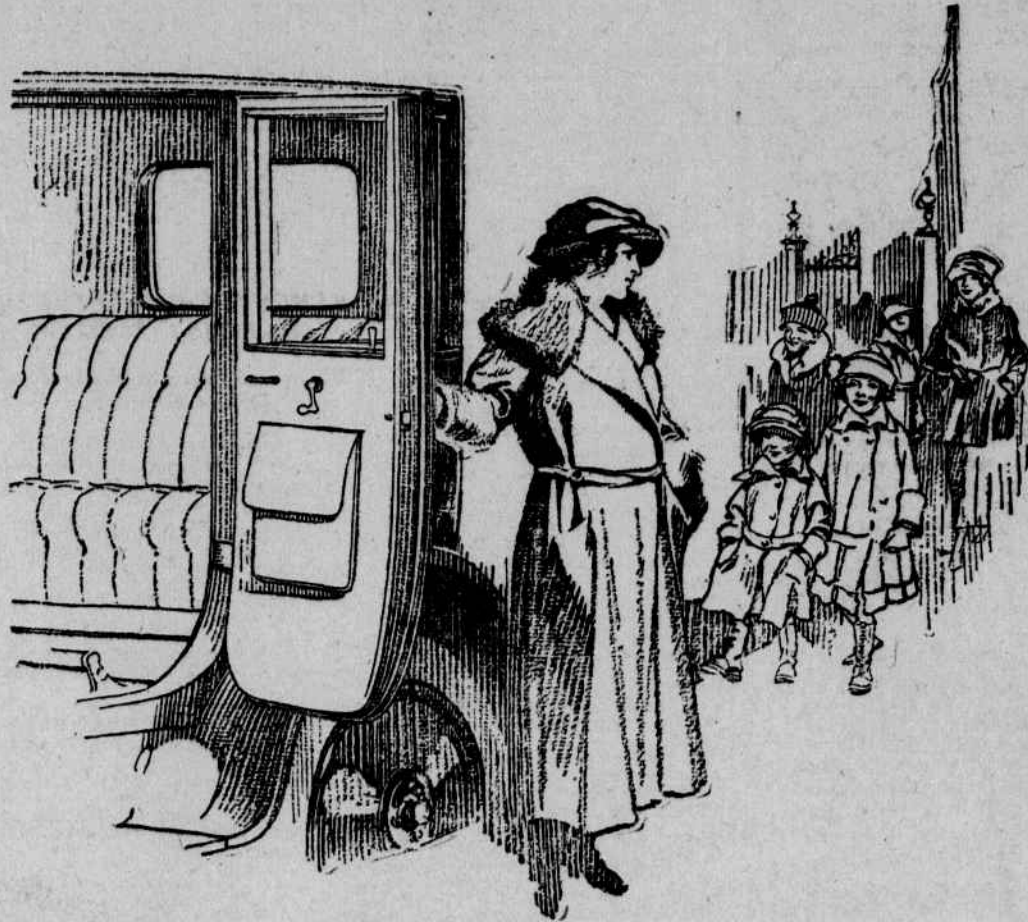
With these price-reductions and the extension of the service, the already remarkable economy of Overland or Willys-Knight ownership now gains added value.

## Willys-Overland, Inc., Toledo, O.

WILLYS-OVERLAND INC., BROADWAY AT 50th STREET  
Bronx: 2436 Grand Concourse. Brooklyn: Cor. Fulton St. and Bedford Ave. Newark: 526 Broad St.  
You are invited to inspect models on Exhibition at the New York Motor Show and our Show Rooms

## A good name

DODGE BROTHERS  
Sedan



STRATTON-BLISS COMPANY  
1847 Broadway

BISHOP, McCORMICK & BISHOP  
1221 Bedford Avenue Brooklyn

BONNELL MOTOR CAR COMPANY  
562 Broad Street Newark

SPACE A-11, GRAND CENTRAL PALACE



It makes no difference  
whether  
it is a "Four"  
or a "Six,"  
a Touring Car,  
a Coupe or a Sedan,  
if it bears the name  
DURANT  
it's  
"Just a Real Good Car"

## DURANT



Grand Central Palace . . . Space C-1